



2011-2012

Becoming a Regional Affiliate of the Alliance for Young Artists & Writers



The Scholastic Art & Writing Awards

A Program of the Alliance for Young Artists & Writers

ALLIANCE FOR YOUNG ARTISTS & WRITERS, INC.
The Scholastic Art & Writing Awards, founded 1923



Welcome!

Thank you for your interest in becoming a Regional Affiliate of the Alliance for Young Artists & Writers, the national nonprofit organization that presents The Scholastic Art & Writing Awards.

Regional Affiliates comprise the backbone of this 88 year-old program. The Alliance and its Affiliates share a common commitment to the core mission of the program: to identify, discover, and encourage the next generation of artists and writers.

As a Regional Affiliate, you will foster:

- **Opportunities for teenagers** in your community to receive recognition for their creative talent, showcase their work, and receive scholarships;
- **Local and national press** for your organization, as well as the teens and teachers it serves;
- **Partnership with over 100 Affiliate organizations** committed to young artists & writers across the country;
- **Connectivity** among local students, teachers, parents and arts organizations; and
- **National and regional recognition** for committed teachers in your community alongside their students.

It is our hope that this guide will serve as a readily accessible and helpful resource as you consider affiliating with the Alliance for Young Artists and Writers. We look forward to having you join us in supporting the next generation of artists and writers.

With best regards,



Kat Hendrix
Senior Manager, Affiliate Network & Partnerships

The Scholastic Art & Writing Awards Overview

The Alliance for Young Artists & Writers

The Alliance for Young Artists & Writers, a national nonprofit organization, was established in 1994 to conduct The Scholastic Art & Writing Awards. The Alliance's mission is to identify, discover and encourage the next generation of artists and writers.

The Scholastic Art & Writing Awards

Since 1923, The Scholastic Art & Writing Awards have encouraged more than 13 million students; recognized more than 2.5 million young artists and writers; and distributed more than \$25 million in awards and scholarships. Each year, more than 77,000 students in grades 7 – 12 participate. The process begins across the country as young artists and writers submit more than 100,000 creative works to a network of Regional Affiliates that locally administer The Awards. The most outstanding works of art and writing from each region are forwarded to New York City to be reviewed on a national level. Panels of professional jurors review approximately 8,000 works of art and 2,000 manuscripts to select the 1,000 national award recipients. Top national portfolio Award winners receive \$10,000 scholarships.

In the last 88 years, The Scholastic Art & Writing Awards have recognized some of the most remarkable minds of the 20th century, including Richard Anuskiewicz, Richard Avedon, Harry Bertoia, Mel Bochner, Truman Capote, Paul Davis, Frances Farmer, Red Grooms, Robert Indiana, Bernard Malamud, Joyce Maynard, Joyce Carol Oates, Phillip Pearlstein, Peter Beagle, Sylvia Plath, Robert Redford, Jean Stafford, Mozelle Thompson, Ned Vizzini, Andy Warhol and Charles White.

The Alliance Regional Affiliate Network

The Awards are structured to identify and recognize students through regional award designations (including Gold Key, Silver Key and Honorable Mention). Gold Key winners go on to compete for recognition at the national level. The Regional Affiliate Network is comprised of school systems and school boards, nonprofit organizations, museums, government agencies, foundations, arts agencies, businesses, libraries, teacher councils and institutions of higher education. Affiliates:

- distribute information to schools to announce the annual Call for Submissions;
- provide support to teachers, students and parents during the submissions process; and
- organize local judging, ceremonies and exhibitions.

Things to Consider when Joining the Regional Affiliate Network

The following are some things to consider about the Regional Affiliate Network of the Alliance for Young Artists & Writers.

Organizational Structure

The Regional Affiliate Network is comprised of different types of organizations with varying funding sources, staff structures, objectives, and needs.

Here is a short list of organization types in the Network:

- Museums
- Schools, School Systems, Education Organizations
- Nonprofit/Community Organizations
- Businesses
- Colleges and Universities
- Local NAEA & NCTE chapters

Type of Affiliates (Art, Writing, or Both)

Regional Affiliates may administer The Scholastic Art Awards, The Scholastic Writing Awards, or both programs, on a local level. When deciding which program(s) your organization would like to run, it is important to consider your organization's objectives, as well as your communities' needs.

Staffing

Administering The Scholastic Art & Writing Awards on a regional level requires dedicated staff members. Each of our Regional Affiliates has at least one coordinator to run the program during active months (September through February), as well as support staff to process submissions, prepare regional exhibitions, and produce Award ceremonies. When applying to start an Affiliate in your community, it is important to reflect upon your existing staff structure and volunteer base to assess the staffing impact of The Scholastic Art & Writing Awards on your organization.

Area of Service

Regions are organized by county and range in size. Many writing project sites designate their service area as their region. The Alliance can work with you to assess a service area that will maximize your success in light of population density, accessibility to schools and students, administrative capacity and funding.

Please note: the population and size of your region's area of service will determine the number of submissions your Affiliate will receive.

Funding Sources

Regional Affiliates receive funding from a variety of sources:

- Corporations
- Individual Donors
- Private Foundations
- Government Sources
- “In kind” donations

A rule of thumb when considering how to fund your Regional Affiliate is to **diversify**. Building a sustainable Affiliate requires funding from multiple sources. This way, if one source fails, the Affiliate will be able to continue. **Please note:** Regional Affiliates receive direct financial support from submission fees charged to students who participate in The Scholastic Art & Writing Awards. In addition, budgets vary widely based on organizational structure, availability of “in kind” donations, and area of service.

Fees

Affiliates pay annual fees to the Alliance as follows:

- \$1,000 Affiliate Fee
- Half student submissions fees (\$5.00 per individual submission and \$20.00 per portfolio submission)

The Affiliate fee is payable in January of the current program year. The submissions fees, which are shared equally between the Alliance and the Affiliate, are paid to the Alliance after the Affiliate has collected and processed all fees from students. Fee waivers are available for students that qualify for the Federal Free and Reduced Lunch program or for whom the fees would be a barrier to participation.

NEXT STEPS to becoming an Affiliate

If you are interested in joining the Alliance Regional Affiliate Network, we invite you to take the next steps:

- Schedule a call with Alliance staff members
- Talk with a veteran Affiliate in the Network to learn more about the program
- Participate in conference calls with other prospective Affiliates
- Join the prospective Affiliate email distribution list

Thank you for taking the time to consider joining the Alliance Regional Affiliate Network. Please contact Kat Hendrix at 212.343.7774 or khendrix@scholastic.com for more information.

Frequently Asked Questions

Q: Who is eligible to participate in The Scholastic Art & Writing Awards?

A: Students eligible to participate are:

- in grades 7 – 12;
- enrolled in public, private and parochial, and home schools;
- participating in community based organizations;
- in the United States, U.S. territories, Canada and U.S. sponsored schools abroad.

Q. How do students find out about The Awards?

A: Affiliates send packets of materials (provided by the Alliance), announcing the annual Call for Submissions to every eligible school in their service area, including home schools, parochial schools and public and private schools. Affiliates can also post information on local Web sites, host open houses and/or workshops for students and teachers and distribute information about The Awards via email.

Q. Are there fees for students?

A: Students pay \$5.00 per individual submission and \$20.00 per portfolio submission. Fee waivers are available to students who qualify under the Free and Reduced Lunch program or to students for whom fees are a barrier to participation.

Q: How do students register?

A: All students and teachers register online using the Online Registration System (ORS). ORS affords Affiliates the capacity to collect all regional data, print inventory reports, assign awards, and communicate with constituents via email.

Please note: It is important that someone on your staff is knowledgeable enough about technology to help answer the kinds of basic questions that inevitably arise.

Q. What are the categories?

A: *For Art, the categories are:*

Art portfolio (for seniors only), photography portfolio (for seniors only), animation, ceramics & glass, computer art, graphic design, installation/environmental design, jewelry design, plans/models design, digital imagery, drawing, mixed media, painting, photography, printmaking, sculpture and video & film.

For Writing, the categories are:

General writing portfolio (for seniors only), nonfiction writing portfolio (for seniors only), dramatic script, humor, journalism, novel, personal essay/memoir, poetry, science fiction/fantasy, short story and short short story.

Q: What are the deadlines?

A: Each region selects its own deadline, ranging from November 1 through January 15.

Frequently Asked Questions (cont.)

Q: When is national adjudication?

A: Preparation for national adjudication starts during the beginning of February, and the national jurors review the work at the beginning of March. Students that receive national Awards are notified by April.

Q: Who selects winners?

A: Affiliates select qualified jurors to serve on Selection Panels, which include:

- **Professional Artists & Writers**—published authors, artists in galleries or art exhibitions, members of community art clubs or writing groups, and members of youth development groups with an interest in art or writing
- **Teachers**—professors from local colleges, art and writing department chairpersons, and retired secondary school teachers.
- **Arts Administrators**—from museums, galleries, arts clubs, arts councils, gallery owners, historical societies, etc.

Q: How are winners selected?

A: Student's submit a digital image of their piece(s) to the ORS. The ORS provides a hands-on, intuitive and flexible tool for reviewing all of the works in both Art and Writing submitted to your region.

Q: What are the selection criteria?

A: Jurors are instructed to select artwork and writing that excels in 1) Originality 2) Technical Skill and 3) Emergence of a personal vision or voice. Approximately 7% of regional submissions receive Gold Key Awards, 10% receive Silver Key Awards and 15% receive Honorable Mention Awards. Nearly 1,100 young artists and writers receive recognition at the national level.

Q: What do students win?

A: Awards: At the regional level, Affiliates designate works as Gold Key, Silver Key or Honorable Mention. In addition, Affiliates nominate five Gold Key works as “best in show,” which are reviewed by a special national adjudication panel for the American Voices or Visions Award. Gold Key works are forwarded to the Alliance headquarters in New York City for national adjudication. At the national level, students receive either Gold or Silver Awards, recognized with medals and certificates.

Scholarships

Some regions offer scholarships, which vary in amounts. On the national-level, the Alliance offers \$1,000 scholarships for Notable Achievement Portfolios and twelve \$10,000 scholarships for Portfolio Gold Award recipients. The Alliance also has partnerships with institutions of higher education across the country through the Alliance Scholarship Provider Network. Students that are seniors in high school and receive national Gold and Silver awards in portfolio categories and Gold awards in individual categories may be eligible to receive scholarships ranging from \$500 per year to full tuition scholarships.

Q: How are students recognized for their Awards?

A: Regional Affiliates hold local celebrations and exhibitions for The Scholastic Art & Writing Awards recipients, which include Keynote speakers, announcements of the Awards recipients,

and the presentation of certificates and pins that symbolize their accomplishment. Ceremonies often precede exhibition previews and/or exhibition openings for the general public.

Q: What happens during National Events & the National Exhibition?

A: Students receiving National Awards are invited to our National Events in NYC in June. A ceremony recognizes the National Awards recipients and takes place at Carnegie Hall in June. During their trip to New York, Award recipients also have the opportunity to attend workshops with professional artists and writers. National Gold Awards and American Voices & Visions Awards are exhibited in the National Art Exhibition.

Q: What sort of communication support is there for Regional Affiliates?

A: Affiliates can keep in touch with the Alliance and other Affiliates through Robbie's Room, our Ning Social Networking group. Robbie's Room is a go-to source for connecting with fellow affiliates, obtaining documentation about the Awards throughout the year, and sharing pictures and videos of special events in your region. Affiliates also receive a weekly update from the Alliance with important dates to remember, information on upcoming events, and general tips for running your Affiliate.

Q: What's the next step to becoming a Regional Affiliate?

A: Contact Kat Hendrix, Senior Manager of Regional Affiliates and National Partnerships at 212.343.7774 or khendrix@scholastic.com to:

- Schedule a call with Alliance staff members
- Talk with a veteran Affiliate in the Network to learn more about the program
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